

A Little Journal of Inspiration and Helpfulness, Published Every Once In a While by the PARKER PEN COMPANY, Janesville, Wisconsin

THANK YOU

How we can sufficiently thank all of our big family of friends located not only in the United States, but in the four corners of the earth for the splendid business, and in many cases accompanied by kind words, is more than the writer knows how to do. That we do appreciate this splendid business is but stating it mildly.

In many ways the season just closed has been a most trying one. We have endeavored to serve all of our friends as promptly and as well as we knew how. The phenomenal increase in the business for the Parker SAFETY-SEALED necessitated adding a great many employes to our already large organization, the installation of much new machinery. To get all this assimilated and in good working condition took time. But the organization did exceptionally well and the output was increased very greatly. Parker increases are being made so that we believe now we are in a position to more satisfactorily serve our many friends than ever before.

The fountain pen business happens to be one of the various lines that are very considerably neglected by war conditions. Safety razors is another, the flashlight is still another. Wrist watches are also in the same catalog. The soldier boys at the front and their friends at home realize that the Parker SAFETY-SEALED is the only real practical pen for the men in the trenches or in training or elsewhere. This is the pen that will automatically change from a self-filler to a non-self-filler in the event of injury to the interior mechanism of the pen.

It can readily be seen that a pen that is built along this line is some-

thing that would interest a soldier for he does not like to wear a pen with a lever or hole in the wall that is apt to spill ink through this hole and soil his uniform. Naturally a man who is thoughtful of the interest of others wants to sell his customer the pen that will give him the best service, the best satisfaction, the least freedom from trouble.

It will probably be found in any of the great cantonments or military camps that Parker pens

predominate over any other high grade pen on the market and for the reasons mentioned above.

We hope and believe that the favors which have so generously been shown the Parker Lucky Curve during the season just past will be continued for the present year. In return we shall do our very best to serve your interests at all times in a way which we trust will be very satisfactory to you.

In some cases our liberality in regard to the efficiency offer was grossly abused. Not in very many instances, however, in fact in but comparatively few instances.

Now we have in mind another efficiency offer along somewhat different lines, in fact, we have already prepared a little lithographed certificate that looks almost good enough to be a green back.

We are going to give out a certain number of these to the salesmen in the employ of the firms whom we sell. The proposition will be this:

Any clerk employed by one of our authorized dealers who will ask for one of these certificates can have one. If he sells fifteen Parker pens within ninety days from the signing of the certificate he can return the certificate to us with the record of sales properly made out and O. K.'d by the proprietor in whose employ he is, and upon receipt of this we will honor it for a \$3.00 fountain pen without any further expense to the holder of the certificate. We believe by so doing we will have an organization of the highest grade salesmen in the United States who are selling fountain pens. It is just possible each of these salesmen may at a later date be given a pin to distinguish him above the ordinary clerk.

The writer is wondering who would like to have one of these certificates and who will agree to use it along the lines suggested.

Mr. Nicholas of Kane, Pa., says the more pens he sells in his town the easier it is to sell others, so do not think because you have sold a lot of fountain pens that you have everybody supplied. In order to make the sales record such as we have suggested, you will probably discover

you have peculiar talent and ability such as you did not before suspect. In so doing you will acquire a habit of setting your stakes and actually getting there and back, thus forming one of the most valuable adjuncts; namely, that of "making good."

To get the habit of MAKING GOOD is of more value than a legacy.

Are you ready to make the trial?

Used by Officers and Men in all Branches of the Service

FROM private to general, from seaman to rear admiral, the men of the Service register their preference for the **Parker Self-filling Fountain Pen**—it's **SAFETY-SEALED**. No holes in the wall for ink to get out to soil person or uniform. Carry it flat, right side up—or in any position, without danger of leaking.

Should accident injure the self-filling mechanism, the Parker automatically changes from a self-filler to a non-self-filler without interruption of service.

"The Pocket Level Pen"

Because of an ingenious clip which brings the top of the Parker Pen to the level of the pocket, the flap buttons down smoothly, avoiding protruding pens and unsightly, bulging pockets. The Parker Clip is a new invention (for Parker Pens only) held in under the cap like a washer.

The same exclusive points of superiority which make the Parker the favorite in the Service, make it the best pen for use in the home, office and school. Ask your dealer to show you the different styles.

PARKER INK TABLETS, for soldiers' use in place of fluid ink, box of 36 for 10c.

Parker Pen Company, 158 Mill St., Janesville, Wis.
New York Retail Store, Woolworth Building

PARKER SAFETY-SEALED FOUNTAIN PENS

This, we believe, is the most beautiful as well as instructive fountain pen advertisement ever published. It shows correctly the uniforms of those in the various branches of military service. It's worth cutting out and pasting on cardboard for preservation and display. It will appear first February 20th in the Red Book and also followed by Leslie's, Cosmopolitan, Hearsts, Literary Digest, Every Week and many others either in colors, or Art Gravure or black and white

May we, therefore, extend to you our best wishes for an increased business and prosperous 1918?
Yours sincerely,
GEO. S. PARKER.

EFFICIENCY OFFER

During the past few years we have put out a large number of pens under our so-called "Efficiency Offer."

PARKERGRAMS

One of our Field Generals, and who represents us in Chicago is Mr. H. E. Goin. He is a pleasant, likable chap, and if a man ever knew fountain pens and especially Parker pens, from A to Z that man is Mr. Goin. He is not merely a salesman, he is an advisor, he is a constructor; he looks at the dealer's side of the question as well as his own. When he finds a dealer whom he thinks has an outlet for fountain pens he makes it his business to show that dealer how he can add to his income and profit by handling Parker pens.

Mr. Goin just made a trip to the factory and he told the writer of a very interesting little incident of a certain dealer in Chicago whom he had called upon several times during the year. Each time the dealer put him off with some evasive answer such as "there are so many dealers handling fountain pens that he would prefer to stick to a regular line," and "he did not want to be bothered with fountain pens" and "he did not believe he could sell them anyway."

Finally this dealer told Mr. Goin that he (Goin) was so sure of the proposition that he would put in one of the floor case assortments, which he did. Mr. Goin helped him install the goods and four or five weeks after this he called on him again.

Mr. Dealer came forward with an extended gladhand and said to Goin, "You are all right. I have sold over \$60 worth of fountain pens out of that case. I want to get some more to fill up."

This merely shows what a dealer can do who makes the conditions right and then goes ahead.

That reminds us of a letter we just received from Fisher's Pharmacy at Cape Charles, Va. This letter is interesting inasmuch as it shows that in the ratio of the size of the stock carried and the prominence given the idea of a pen department, the investment pays. The writer is not so sure but what the dealer who is catering to the needs of his customers, owes those customers a certain obligation. Surely every man who trades with you even though you give him a hundred cents on a dollar or a little more is doing you a *big favor by giving you his business instead of giving it to the other fellow*. In order to show your appreciation of what he is doing for you why not pay him the compliment by showing him, if it is fountain pens, a *real* assortment and conduct a *real* pen department—he will appreciate it. He will tell his friends about it and his friends will tell their friends and you will become the center of an almost endless chain of sales that comes from foresight and sagacity.

Well, here's the letter from the Fisher Pharmacy:



And here is the picture of the man who wrote the letter.

December 27th, 1917.

The Parker Pen Co., Janesville, Wis.

Gentlemen:

The eight dozen assortment of your pens which we ordered some time back were received about December 1st and opened up in good shape. Since the arrival of this assortment we have sold thirty-six (36) of them, of course the Christmas holidays counts considerable for the amount sold.

Some years ago (about 1912) when we first took on your line, we bought two dozen, our initial order, we sold the two dozen in about twelve months' time, we then bought a four dozen assortment twice, each of these assortments were sold in about twelve months' time. We then purchased an eight dozen with one of your silent salesman show cases, the eight dozen were sold out in about one year. As above stated we ordered another eight dozen assortment, which arrived about the first and have made a remarkable high record of placing thirty-six of the eight dozen assortment.

We are writing this letter that you may show it to your many agents as a proof that it will more than pay them to place one of your larger assortments in a prominent place of their store. A large assortment surely gets the business.

Wishing you a prosperous New Year, I am,
Yours truly,
T. G. FISHER.

Does this not contain a moral for you?



Sergeant Novaski puts on the gloves at Camp McArthur

We have a customer in Kane, Pennsylvania, by the name of Mr. A. A. Nicolas. Does the name sound familiar to you?

This is the Mr. Nicolas who has, on two different occasions won prizes for the best Parker



We thought perhaps you would be interested in seeing how the man looks himself, so here is his picture.

pen window display and records in selling Parker pens. In one of the issues of Parkergrams last fall you will call to mind seeing a picture of his window display.

Also here is a letter from Mr. Nicolas telling what his experience was during the holiday season. Not very bad—fifty-one pens sold during the holiday season in Kane, Pa., is a pretty good record. Still Mr. Nicolas is one of those exceedingly live wire fellows who is always doing things.

Dec. 26, 1917.

Parker Pen Co., Janesville, Wis.

Up to date we have sold fifty-one Parker Pens for Xmas gifts, which is the best record we have made thus far. In view of the many pens we have sold since September, I hardly expected to sell so many this month, but the demand seems to be increasing. My customers realize that they cannot lose out with the Parker because we exchange the pen if it does not first fit the hand and then the sale is easily made.

Thanking you for your co-operation and encouragement, I am,
Very sincerely,
A. A. NICOLAS.



This is Mr. S. S. Fish who represents the Parker Pen Co. in part of Pennsylvania and New York. Well, he's just got married. Congratulations everybody.

MERRY CHRISTMAS

Jasonville, Indiana.
We did exceedingly well with our new case of Parkers. Sold about a dozen on Christmas Eve. It certainly did show the people that we had some pens to sell.

J. J. LACY & SON.

The best advertising you can do for your store is to make it remembered as the store where service and kindly courtesy are in generous daily use.

OUR HONOR ROLL

New Year's Eve the writer received a telegram from Camp McArthur that made his heart warm and made his mind travel to the great training camp at Waco, Texas.

The message read as follows:

Geo. S. Parker,
Janesville, Wis.
Best wishes and a Happy New Year to you all.
Parker Pen Bunch.

Do you know who the Parker Pen Bunch are?

Sergt. Lawrence Novaski
Edward Parker
Irving Neher
Paul Vogel
Sergt. Frank Kerzman
Willard Marshall
Henry Arndt

They are some of the brave boys from our organization who were among the first to offer their services to Uncle Sam.

Fine splendid fellows, every one of them. Full of pep, putting into their army training the same degree of intelligence, loyalty and enthusiasm which was characteristic of them when engaged in the making of Lucky Curves.

These are not the only boys from our organization who Uncle Sam has called to his aid. There is

Sergt. Frank Byrne
Geo. Moore

of Camp Grant, and Kenneth S. Parker, (the writer's son) Naval Aviation.

What a welcome awaits them all on their return!

Nor is this all, three men from our sales force are also now with uncle Sam:

A. E. Lindley of N. Y.

Mr. Epstein who traveled in part of Michigan and Indiana.

"Smiling" Keithley.

Three fine chaps, you will miss them—hope only temporarily and so will we. Let us all wish these brave men good luck, the will to work and to win.



Digging Trenches "down in Texas." Snap shot sent in by one of the boys. Here is where Jack Knife Safety Sealed Pens are appreciated.

Do not ask your customers to "work" when in your store—make it a mental pleasure by suggesting his needs. Make it an experience they will want to repeat.

TEN TO ONE

Newport, Dec. 3, 1917.

Parker Pen Company, Janesville, Wis.

Gentlemen:

In the past 10 years we have sold several thousand dollars worth of W—, C— and a few M— but never a Parker and cannot remember of having enough calls for same to get interested. Since taking hold of the Parker Safety Sealed in past six months we have sold ten Parkers to every one of all the other combined.

Please mail us the two electros illustrated in this circular.

Very truly yours,
KALKMAN PHARMACY, INC.

THE STORY OF A FEEDER

Sometime we think if you would take the time to come to Janesville and spend a day in our factory you would feel well repaid and perhaps after that you might find greater pleasure and interest in selling Parker Pens.

This will be a cordial invitation to you to come, and if we cannot make the day pleasant and interesting to you, the fault will be ours.

But if you cannot come, we are, in this issue of Parkergrams, going to tell you a little about how the Lucky Curve feed is fashioned, which is such a vital part of the pen. In future issues we shall, if you wish, take up other parts and explain their manufacture and treatment.

We will start with the vulcanized rod out of which the Lucky Curve is made. These rods are several feet in length, ground down to the required size. The first thing done is to cut them in proper length, which is done with a circular saw. Then they are gathered up in bunches of about one hundred each, stood on end on a metal plate underneath which is a gas jet. The name is regulated so the rubber is not burned, but after becoming fairly hot it can easily be bent.

Now the workman takes the bundle, swiftly extracts one rod after another and places each in a groove cut in the board to conform to the shape of the feeder. The metal board soon cools the embryo feeders and hardens them. They are then taken out of the mould and are ready for the next operation.

The next step is to feed them into an ingenious little machine with rapidly revolving cutters which cuts a channel in the embryo feeder almost its entire length, but sloping upward toward the end where the channel stops just before the cutter goes clear through.

After this is done the feeders pass on to another delicate machine also with cutter, but different from the last. These cutters are saws, almost as thin as a sheet of writing paper. These little saws scoot along in the bottom of the newly cut channel and cut two little tiny slits throughout its entire length. These slits are called "Capillary Slits." Through some strange law of physics, the mysterious force of capillary attraction plays an important part in the successful workings of a fountain pen. Gravity is overcome by it, in fact, liquid will, by capillary attraction, now as readily up hill as down. So you see the little capillary slits extending into the barrel or reservoir draw ink down to the point of the pen.

The next operation—the feeder goes to another machine. This time it is fed into the mouth of another little machine which immediately performs its service by cutting down the end and shaping it into the tapering finger which part of the feeder you see extending out underneath the pen.

Now comes another and most interesting operation—the curved end of the feeder must be made to conform to the curvature of the barrel or rubber sac against which it comes in contact. How do you suppose this is done?

By a tube saw! This saw is made out of a solid steel rod, bored out with teeth cut on the outer edge of the circle. Now when the curved end of the feeder comes in contact with this little tube saw it cuts a beautifully rounded circle which exactly corresponds to the inside of the

barrel when the fountain is finally filled up as it is when you get it.

There is still another cutting operation. If you will examine the end of the feeder you will see the mouth of the feeder has a small slit cut clear across the end, and communicating with the ink channel. This is for the purpose of draining all the ink out of the channel back to the barrel where it belongs.

After all these things are done, it goes to the polishing room and receives its coat of luster on the rapidly revolving polishers which are covered with a rubber polishing compound. When this is done, the exposed part of the feeder comes out bright and shiny.

After this the feeders are ready to go to the pen fitters. The pen fitter is equipped with a pair of pliers, the jaws of which are convex and concave and covered with soft rubber so that in grasping the pen no injury can be done to it. The feeder is pushed into the nozzle, then the gold pen carefully adjusted to the feeder so that the feeder extends down the proper distance underneath the pen. Then the feeder and gold pen are firmly grasped with the pliers, the end of the nozzle put against a metallic plate for a brace and gently but firmly forced back into the nozzle so that they are held securely in place.

Great care and good judgment must be used in this not only not to injure the gold pen itself

A LITTLE STORY ABOUT THE PARKER WASHER CLIP

We wonder if you realize what an enormous number of the Parker Washer Clips are fastened into the pockets of the men in the armies as well as those in civilian life.

To be sure this clip will fit only a Parker pen. There is not a rivet or a screw in it. It is held in place like a washer by the safety cap. The pen can be sold with or without the clip. Many dealers have written us that the clip helps to sell the pen because it is so different from the ordinary type of clip that it appeals to every one who sees it.

Another thing, it permits the pen to go down almost to a level with the pocket so that the



PARKER WASHER CLIP
Retail Price 25c
Wholesale 15c

Cheering

After much meditation the wealthy business man thought he would go a-flying. So he approached an aviator at a flying ground and fixed things up.

Up they went, but the machine seemed very unsteady. It wobbled and zigzagged terribly, and once or twice nearly side-slipped.

"Easy there!" gasped the passenger. "Remember this is my first trip."

The aviator yelled back at him: "Well, it's only my third."

but each feeder must be fitted to correspond to the flexibility of the pen. For instance, the feeder must at all times extend down to the slit in the nibs of the pen and far enough down too to allow for the excess of air through the air hole in the pen and on into the feed channel and up in the barrel, for it must be remembered that for every drop of ink used in writing a corresponding amount of air must get into the barrel. This accounts for a pen stopping in feeding ink for some apparently unknown cause. The cause is usually due to some foreign substance having gotten into the ink channel and merely "choking off its breather" so to speak, for a pen, like people, must have air in order to work.

Perhaps we have taken too much space to tell you how this little feeder is made. If you read it all and are interested we will tell you in the next number of Parkergrams of the evolution of the Safety Cap and the work connected with it. Shall we?

HE IS NOW OUR FRIEND!

Chicago, Ill.
Parker Fountain Pen Co., Janesville, Wis.
Dear Sirs: I went to Marshall Fields and bought one of your pens which I am writing with now and I certainly am very much satisfied with it. They are very accommodating in showing me many different pens all of your make and I certainly did pick out a prize of a pen. I will boost Parker pens to all my friends. It is the best fountain pen I have bought so far.
EARL NORTON.

STILL WORKING 11,500 FEET HIGH

"Many thanks for your letter of the 11th but I'm sorry I can't send you a photo of myself at the present time.

"If you should have any spare space in any of your future editions of Parkergrams you can mention that we are doing business just 11,500 feet above sea level and at the present time of writing we have from five to ten feet of snow all around us.

"There are about 300 men employed here in the mines and mills so you can have some idea what I have to work on when I start a sale on your pens.

"If you ever do make a note of the above in your magazine, kindly send me one or two extra so I can mail one to my old employers in Scotland and one to W. B. Van Atta.

Yours very truly

lapel of the pocket of the man in uniform goes over the pen and he can pass "inspection" with the pen in his pocket securely fastened. This is a big point in selling a pen to the man in uniform because there is no other type of clip that permits the pen to be thus held.

One of our correspondents wrote us about the beginning of the war calling our attention to this fact and the letter is so much to the point that we are going to reproduce it. Our advice would be to order all Safety pens with clips. You certainly will have little trouble in selling them, in fact, you will be surprised to see how easily they are sold and how it will add to your pen sales.

"To my mind you have a splendid opportunity of advertising a certain feature of the Parker Washer Clip. Do you know that this is the only clip which allows the pen to go down into the pocket of either coat or shirt of the soldier so that the flap will fit down smoothly and pass "inspection." All other pen clips which I have observed will not do this and the pens have to be taken out of the pocket or dropped down into the pocket at the time of "inspection." As "inspection" is something that occurs each day, this and the no-hole-in-the-wall and the leverless pen, are the features that interest the soldier boys."

MAKES WRITING INSURANCE EASY
Troy, N. Y.

The Parker Pen Co., Janesville, Wis.
Gentlemen: It may interest you to know that our customer says he has had the pen we are sending you twenty years and has never had it repaired. During that time has written applications for many thousands of dollars of life insurance.
Very truly,
A. M. KNOWLSON & CO.

Conservation

Conservation of food and conservation of the body are always essential.

Conservation of food begins in the mouth.

Make a habit of chewing all food well before you swallow it.

Do not waste the saliva and body energy by chewing gum, rubber, or other indigestible articles.

Food that has been thoroughly prepared by the mouth is easier digested by the stomach and better assimilated by the intestines.

Do not eat to save and do not starve to save.

—N. C. R. News.

Diplomacy

Once upon a time there was a shoe salesman who was so diplomatic that when a customer asked if one of her feet was not a little larger than the other he neatly ducked and replied that on the contrary, one foot was a bit smaller than the other.

—Salt seller

Condensed Price List of PARKER

Parker Safety Sealed Fountain Pens—showing how the new Parker Clip looks in Position



Parker Bakelite Transparent. Price \$3.50. With new Parker Clip 25c extra.



No. 20. Parker Safety-Sealed Self-Filler (or regular). Price \$2.50. With new Parker Clip 25c extra. Long or medium length barrel.



No. 23½. Parker Jack Knife Safety Self Filler (or regular). Price \$3.00. Medium or full length. Fancy chased barrel.



No. 24½. Parker Jack Knife Safety Self-Filler (or regular). Price \$4.00. Medium or full length. Bakelite Transparent Barrel \$1.00 extra.



No. 25. S. R. Jack Knife Safety. Long Barrel. Price \$5.25 including Ring.



No. 28½. Parker Jack Knife Safety Self-Filler (or regular). Price \$7.00. Medium or full length.



No. 51. Price \$3.50. Jack Knife Self-Filler. With a filled gold or sterling silver ornament in center of barrel for name.



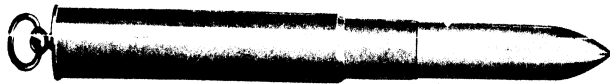
No. 42½. Price \$4.50. With Gold Plated Level Lock Clip \$5.00. This pen represents a rather new departure in pen decoration. Neat, simple and elegant. Blank space on gold pen in center for name. Furnished in New Self-Filler at same prices.



Jack Knife Military Pen. This little pen is a safety, but not a self-filler. In spite of its small size it holds a surprisingly large amount of ink. Just the kind of a pen for carrying FLAT in vest pocket or in pants pockets. Prices \$2.50, \$3.00, \$4.00 and \$5.00.

Lucky Curve Self-Filling Fountain Pens

What Do You Think This is? A Cartridge?



No, you are mistaken. It is a PARKER Safety Self-Filler. Made of the same material as the cartridge. The barrel is made of bakelite, heavy 18K gold. The "bullet" is made of bakelite, heavy 18K gold. The "bullet" is transformed into a fountain pen.

Parker Jack Knife "Cartridge" Fountain Pen

Price \$7.50.

A little ring on the end of the "cartridge" is so the military man can fasten to chain if he wishes. Can you think of a more useful present for an officer or man in a service?

Order one or more today and see how quickly they sell.



No. 24½. Parker Jack Knife Safety Self-Filler (or regular). Price \$4.00. Short.



No. 25. Parker Jack Knife Safety Self-Filler (or regular). Price \$5.00. Medium or full length.



No. 23½. Parker Jack Knife Safety Self-Filler (or regular). Price \$3.00. Short length.



No. 20½. Price \$3.50. Parker Jack Knife Safety Self-Filler or regular as wanted. Two gold bands.



SPECIAL NOTICE.—Any Parker Jack Knife Safety Cap may be fitted with ring to attach chain. Above cut shows No. 20½ Jack Knife Safety so fitted. Price of ring in addition to pen, 25c. Very popular and adds much to the looks of the fountain pen.



No. 16. Jack Knife Safety. Gold Filled Mountings. Price \$6.00. Regular or baby size.

No. 14. Jack Knife Safety. Sterling Silver. Price \$5.00. Regular or baby size.



No. 48. Parker Jack Knife Safety-Sealed Self-Filler (or regular). Covered with Plain 18K gold filled. A plain rich pen that would please anyone. Price \$8.00.



No. 49. Parker Jack Knife Safety Sealed Self-Filler. Price \$10.00. 18K gold filled. Lined effect with scroll work on top and bottom of cap and barrel. Name plate for engraving owner's name.



No. 32. Sterling Silver. Price \$6.00. New design Self-Filler. Ring for attaching to chain. An altogether pleasing design and a bargain for this type of pen.

Our new catalog will be ready for distribution about February 15th. If you wish a copy for your files please notify us

Do a war which of any Th Ra invoie save a chang pens a means war ta in the count. that d as abo

Have the im of this Car factor —igno Try neight wonde marve You buildin your c today

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HAVE YOU INVENTORIED?

Of course, we know you have taken stock of the goods in the store, but have you inventoried yourself?

Of course, you have made mistakes, every man who "does things" makes mistakes; but have you eliminated these to the lowest possible point? Have you made the same mistake more than once?

If so, you should call a *halt*, and eliminate this waste.

Have you sold good goods at honest prices and in a way that made your customer want to come again?

Or have you worked on the "take it or leave it" plan, lacking the little personal element of courtesy of a genuine "Thank you?" And then wondered why customers come to you only when obliged to?

Have you eliminated from your voice the harshness, sarcasm or abruptness when speaking?

If you are an employer, have you tried the better plan of giving orders more as *requests* rather than "you do this," or "you do that?"

If so, you have discovered you are doing to your employes the very thing that binds them loyally to you and makes your establishment the strong, growing, dominating mercantile establishment in your town or city.

If you are an employe, are you giving your employer just what he pays for—minus loyalty, sympathy and initiative?

If so, you are not only adding weight to the millstone around his neck but you are lessening your own chance for future success by the deadening practice. You will never really get out of life that which belongs to you unless you put into your daily life loyalty, cheerfulness, tact, hard work, initiative, love for your work, making each failure a sign board to warn you against a similar one, making each success a well cut stone in your foundation for future success.

Have a definite aim. Make your resolve that the impossible of last year will be the possible of this.

Carry home with you each night the satisfaction of a bitter word—unsaid, a mean thought—ignored.

Try saying a word of sympathy to your neighbor, even a cheery "good morning" will do wonders when starting the day, and see how marvelous the results.

You are either building well, or you are building rottenly. Look ahead and think what your character structure will be five years from today and build accordingly.

WAR TAX

Do you know that Uncle Samuel has placed a war tax of 3% on every fountain pen sold which has gold or silver bands or plated bands of any character on it?

This is a fact!

Rather than charge up the war tax on each invoice, we have concluded the better way to save a lot of extra clerical work, etc., will be to change the discount on the mounted fountain pens and pay the extra war tax ourselves. This means, of course, that we have already paid the war tax ourselves and that in a way it is added in the cost of the goods by your reduced discount. The war tax does not apply to goods that do not have the gold or silver mountings as above.



Parker Ink Tablets in new metal box. Price 10c per box of 36. Discount 40 per cent to dealers. No soldiers' kit is complete without a box. Better order a supply and be up-to-date.

The Real Salesman

- One who is loved by his fellow men.
- One who has a steady eye, a steady nerve, a steady tongue, and steady habits.
- One who understands men and who can make himself understood by men.
- One who radiates optimism.
- One who turns up with a smile and still smiles if he is turned down.
- One who talks when he has something to say.
- One who strives to out-think the buyer rather than to out-talk him.
- One who is silent when he has nothing to say and also when the buyer has something to say.
- One who knows that his own success depends upon his own efforts.
- One who takes a firm interest in his firm's interests.
- One who knows that he is looking out for his own interest—by looking out for his customer's interests.
- One who always keeps his word, his temper and his friends.
- One who wins respect by being respectable and respectful.

—Salteller.

'T WAS WORTH THE PRICE

The following poem was received with a damaged pen.

Parker Pen Company, Janesville, Wis.

Dear Sirs:

Behold my pen—
My Parker pen!
I fear it ne'er
Will write again.

Last Sunday eve,
'T was in my vest,
I held a maid
Close to my breast.

A little squeeze,
A kiss or two—
I needs must send
My pen to you!

Please fix it up
And make it nice—
I miss it, yet
'T was worth the price!

Very truly yours,

DON CAMERON SHAFER.

Schenectady, N. Y.

ELECTROTYPES

There is rather a peculiar co-incidence between the activity of dealers who judiciously use advertising sent them and who couple up our national advertising campaign by the use of the electrotypes which we furnish them.

It may be surprising to you to know that during the past year we have actually sent out several thousand electros to various dealers who have advertised the fact that they were agents for Parker pens.

They have run the regular military advertisement, but instead of our name being at the bottom, the dealer's name was used.

We still have plenty of electrotypes up to date which we will be glad to send to any dealer who wants to add to his pen sales.

Twelve Things to Remember

- The value of time.
- The success of perseverance.
- The pleasure of working.
- The dignity of simplicity.
- The worth of character.
- The power of kindness.
- The influence of example.
- The obligation of duty.
- The wisdom of economy.
- The virtue of patience.
- The improvement of talent.
- The joy of originating.

—Marshall Field.

THE DOCTOR IS SATISFIED

Waynoka, Oklahoma.

Under separate cover, I am mailing you my Parker Fountain Pen to be repaired. I have used it steady for twelve or more years. I bought this pen of Byron Whitfield, a local dealer and druggist of Quincy, Ill. There has never been a day for all these years in which I have not written from one hundred to five hundred words without a blot or leak.

I let the pen fall a few days ago and want to get it repaired.

DR. J. D. JUSTICE.

WHAT SOMEBODY SAID

Somebody once said that the dividing line between success and failure was an exceedingly narrow one.

On a moment's reflection you will call to mind that this is strictly true. You have but to reflect back in your own career where you scored more than an unusual success, when you come to look into the contributory reasons you will, perhaps find that this success was hinged upon a mere incident, the turn of the wheel as it were. Had it gone the other way, the big success you achieved might have been counted against you on the other side among the list of failures.

Is this not especially true in business life? Take, for instance the man who does an extraordinarily large business in fountain pens. The casual observer sees nothing in this particular dealer that would make people want to buy fountain pens of him. Yet he does the business and perhaps as much business as two or three of his competitors combined.

What is the underlying reason?

Practically every man, woman or child who enters a store is a prospective buyer for a fountain pen just about to emerge into the rank of fountain pen users if somebody but opens the door.

Of what does that door consist?

It consists of a live, courteous type of salesman who secures the attention of this prospective customer by perhaps some unusual means. He watches, perhaps, the opportunity of taking from his pocket one of the Bakelite Transparent pens. He holds it up to the light before the possible customer's eyes and says, "Did you ever before see a fountain pen like this?"

The customer looks at the pen, sees the transparent barrel, and likewise sees the ink in it and he becomes interested, and almost immediately he asks the question, "Is that made of amber or glass? I never before saw a pen like that."

The salesman hands the pen to him and he tries it. The customer's interest becomes stimulated and in four cases out of ten a sale is made, either of the transparent pen or of one of the regular styles.

Then, again, did you ever realize

what a commercial value there is in carrying one of the big Black Giant fountain pens?

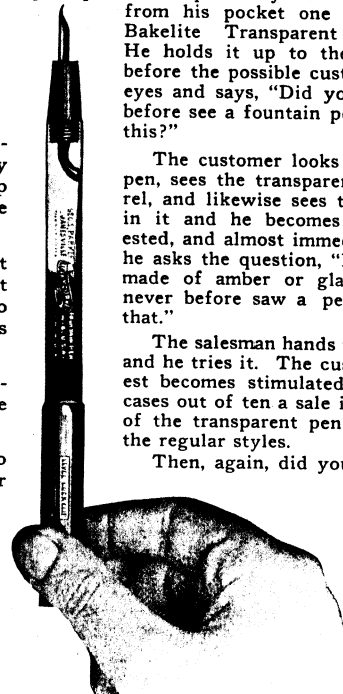
Just imagine some more or less somber or possibly grouchy customer enters

"Did you ever before see a pen like this?"

your store some morning and wants to make some little purchase. After you have supplied his needs, try the experiment of hauling out of your pocket this great immense pen. Take the cap off before the eyes of Mr. Man and say to him, "How would you like to carry a fountain pen like that?"



This Big Fellow is a Gloom Chaser



Our new catalog will be ready for distribution about February 15th. If you wish a copy for your files please notify us

pleasing design and a bargain for this type of pen.

with packets.

Watch, if you please, a smile spread over the countenance of this rather somber individual and you will then realize you have made a hit.

He will probably say, "Fountain pen—do you call that a fountain pen! I would call it a policeman's billy." Nevertheless he is interested and takes the pen in his hand, tries it and is pretty apt to say, "I never had in my hand before such a smooth writing proposition as that. What's the price of it?"

You tell him \$10; still he is not staggered because he realizes that it is a huge affair.

This gives you the opportunity of saying, "Not everybody likes a pen as large as that. Here is a pen not quite half as large that will cost you \$4.00. It will last just as long, but it is not as large nor will it hold as much ink."

He takes hold of the \$4 pen, perhaps remarks to you, "I had no idea a fountain pen would really write as well as that. I had a fountain pen several years ago and the counfounded thing leaked and gave me so much bother I made up my mind I never would try a fountain pen again."

The Golden Rule

The greatest business axiom ever uttered is The Golden Rule. But it took two thousand years to discover it.

Disregard of others' rights once made business a reproach. Self was the guiding spirit. Customers were often lambs, workers slaves, and rivals enemies.

But in the valleys of despair business learned a lesson. And big-brained men—among them Gary, Lovett and the McCormicks—applied The Golden Rule.

Now competitors are friends.

Now directors are trustees.

Now customers are wards.

Now co-workers are partners.

Note the different aspect. Business men are now regarded as builders of communities. As crusaders in prosperity. As socialistic leaders. Also note the sounder business structure.

Note its greater profits.

Article one in every by-law should be this Golden Rule. Chapter one in every business lesson.

Blaze it on every office wall.

Measure with it every word and deed.

Gains made without it wither in one's hands. They form a trembling structure. And they come, in time, to symbolize contempt.

—Lord & Thomas.

This gives you an opportunity of explaining to him in regard to the Parker SAFETY-SEALED, the pen with no hole in the wall.

Result!

In such instances about three out of ten become immediate purchasers and about five out of ten future purchasers if the matter is handled on a 100% efficiency basis.

It is worth trying because of the practices of this kind that enable dealers to make big fountain pen records.

We suspect that Mr. Nicolas and his able assistants of Kane, Pa., are just this type of men who are filled with initiative, who are looking for openings and the man who is on the outlook for these things usually finds them, and the man who finds them is the man who rises head and shoulders above the masses as having the reputation for doing things.

From the advertising and sales value alone no dealer who realizes its importance can really afford to be without a demonstrating Bakelite transparent pen and a Black Giant. They are silent salesmen, always worth a hundred per cent of the cost value and will earn their keep and a hundred times over in the course of a year.

BE WORK WITH OUR AGENTS

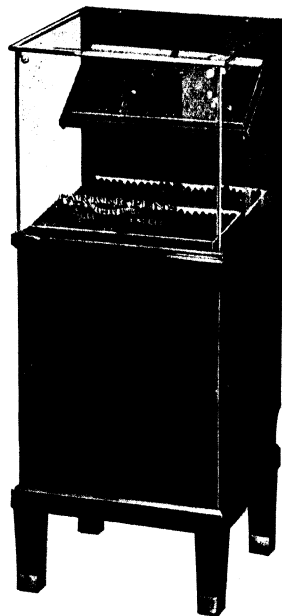
Huntington, W. Va.

Geo. S. Parker Fountain Pen Co.,
Janesville, Wis.

Gentlemen: I am in receipt of your favor and beg to acknowledge the receipt of your catalog, and in reply beg leave to state that I have called on your agent Mr. H. G. Hoffman of this city, and selected one of your Parker Lucky Curves, which has been highly satisfactory.

I prefer this pen to any other that I have ever used, and it gives me pleasure to speak of it well.

Yours very truly,
WALKER PERRY.



Case No. One—6 Dozen

Loaned with Regular Assortment net \$125
Sanitary Base

THE PLEASURE IS MUTUAL

Whigham, Ga.
Parker Pen Company, Janesville, Wis.
Gentlemen: We enclose herewith our check for \$8.41 as per attached statement.

Referring to your letter of September 27th. We beg to acknowledge that we have not made a very good showing this year on the sale of pens, but we assure you that we have done our best. We have never sold any other make except the Parker Pen and we certainly sell every one that we possibly can. We have not only found the pens satisfactory in every respect, but our business relations have been also.

Yours very truly,
PEARCE DRUG CO.

"Strong men can always afford to be gentle.
Only the weak are intent on giving as good as they get."

FROM ONE OF UNCLE SAM'S BOYS

U. S. S. Rhode Island,
care Postmaster of New York City,
At sea.

During the past six months I have had the pleasure of using your pens continually and find them satisfactory in every way.

STEPHEN H. HOWELL.

DELIVERING THE GOODS

In pretty nearly every establishment will be found two classes of men—those who deliver the goods and those who do not.

To the first class belongs the man who is assigned the task of doing certain things. A desire from his superior is merely expressed to him to accomplish certain results, and at it he goes, and does it—"delivers the goods." Difficulties he encounters to be sure, but with pep and determination. The difficulties soon vanish. He may make a few mistakes, but he gets the job done.

If only the employee knew what a treasure and a prize the executive regards such a man, the man who "delivers the goods" it would be a revelation.

The other kind? He is just simply a pepleless pest.

Ask him to do a thing and he will say, "how do you want me to do it," or "I don't believe I can do it." Licked before he starts. You never can depend upon his carrying out an order with a reasonable degree of certainty of its being done—or done on time.

These men are like a battery which operates an electric car with 39 cells, the difference is they are short circuited on 38 cells.

Connect up right and the power is there to use.

"LITTLE PAL"

A few days ago out of a big bunch of letters left by the mailman was a letter with the Y. M. C. A. red triangle on it from one of our American boys in the army in France.

What do you suppose this letter contained?

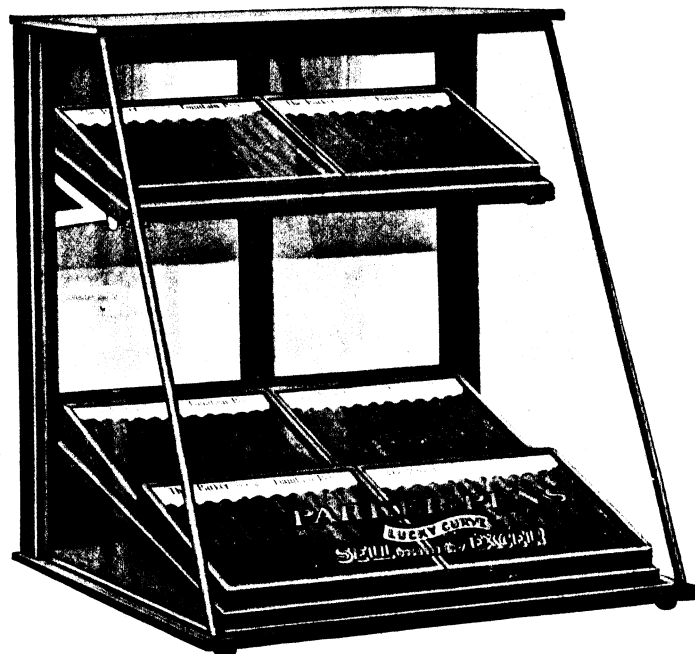
An order for one of our \$10.00 pens and also 25c extra to pay for the engraving of the inscription

"Little Pal"

on the name plate. There were full directions to send the pen to his sweetheart who lived in Texas.

Do you not think she will prize the pen and the thoughts which inspired this manly young fellow to send his loved one this beautiful pen as a reminder and a token of his love and of the expected letters he would be looking for written with it?

May the soldier boy and "Little Pal" be united and happy always thereafter is the writer's hope.



Trade Puller No. 01 Show Case

Here is a new type of case which has become popular. Where space is limited it is certainly a dandy. Two mirrors in back doors, lock and key, nickel trimmings, and best of all makes a really fine display. We are just now at work on the same case to hold eight dozen pens instead of six as shown in this one.

PARKER GRAMS

A Little Journal of Inspiration and helpfulness, Published Every Once In a While by the PARKER PEN COMPANY, Janesville, Wisconsin

WHAT THEY STAND FOR

INSIGNIA OF RANK IN THE U.S. SERVICE

OFFICERS' SLEEVE INSIGNIA (U.S. NAVY) OFFICERS' SHOULDER INSIGNIA
All commissioned line officers except admirals wear same insignia on shoulder and sleeve



U.S. MARINE CORPS DEVICE



CAP DEVICE
COMMISSIONED ARMY OFFICERS

DEVICES (BRONZE) OF ARMS OF THE SERVICE

U.S. U.S.R.
REGULAR ARMY U.S. RESERVE FORCES

U.S. U.S.
NATIONAL ARMY NATIONAL GUARD



COLLAR INSIGNIA
ENLISTED MEN



NAVAL AVIATOR



MILITARY AVIATOR



CHAPLAIN



MEDICAL CORPS



ORDNANCE CORPS



QUARTERMASTERS DEPT.

The Unbroken Line of Communication

BETWEEN the battle-fields and the folks back home, **Parker SAFETY-SEALED Fountain Pens** are recording messages of love and good cheer. Hundreds of thousands of Parker Pens with the boys over there encourage them to write often.

The **Parker SAFETY-SEALED Self-Filler** is used by officers and men in all branches of the service because it has certain distinctive features which render it particularly adapted for military use.

The Parker is the only fountain pen that is **SAFETY-SEALED**—in the event of injury to the self-filling mechanism, it is transformed into a non-self-filler, without interruption of service. There are **no obstructions, slots or levers in the barrel**—ink can't leak out to soil uniform or person.

Another exclusive feature is the **Parker Washer Clip**, held in place like a washer—not slipped on, not riveted on. It holds top of pen on a level with top of pocket—the cap does not protrude or prevent buttoning the flap.

The same reasons which make the Parker the pen of military efficiency make it the most efficient pen for use in school, home and office.

No. 20, \$2.50; No. 21, \$3.50; No. 51, \$3.50; No. 24, \$4.00.

Parker Ink Tablets, dissolved in water, make fluid ink. Box of 36, 10c.

For sale by dealers everywhere. Catalogue on request.

Parker Pen Company, 170 Mill St., Janesville, Wis.
New York Retail Store, Woolworth Building



ADMIRAL VICE ADMIRAL REAR ADMIRAL LIEUT. ADMIRAL LIEUT. ENSIGN J.GRADE



ADMIRAL VICE ADMIRAL REAR ADMIRAL CAPTAIN COMMANDER LIEUT. COMMANDER



CHIEF MASTER-AT-ARMS BOATSWAIN FIRST CLASS
GUNNER SECOND CLASS QUARTERMASTER THIRD CLASS
COLLAR DEVICES, COMMISSIONED OFFICERS... U.S. ARMY
INFANTRY CAVALRY
FIELD ARTILLERY COAST ARTILLERY
SIGNAL CORPS AVIATION SECTION ENGINEER CORPS
SIGNAL CORPS
CHEVRONS WORN ON SLEEVES OF NON-COMMISSIONED OFFICERS... U.S. ARMY
REGIMENTAL SERGEANT MAJOR BATTALION SERGEANT MAJOR
REGIMENTAL SUPPLY SERGEANT FIRST SERGEANT
COLOR SERGEANT SIGNAL CORPS SERGEANT (1ST CLASS)
ORDNANCE SERGEANT
SERGEANT
CORPORAL



PARKER
LUCKY-CURVE
SAFETY-SEALED
FOUNTAIN PEN

20 New Parker Patent Clip held in place like a washer
21 51 24

SHOULDER INSIGNIA • COMMISSIONED OFFICERS U.S. ARMY



GENERAL LIEUT. GENERAL MAJOR GENERAL BRIG. GENERAL COLONEL
LIEUT. COLONEL MAJOR CAPTAIN FIRST LIEUT. SECOND LIEUT.

This Parker Pen advertisement contains much of interest to every red blooded American. Every such person is interested in "WINNING THE WAR" and also in knowing what rank the insignia means when worn by the brave men in the service who will and are now winning the war.

Would suggest removing this page and either pasting it on card board and displaying in the store or putting it in the window.

G. S. Parker

A SIDE LIGHT

In our traveling staff of Field Marshals we have for them a small weekly publication called Proxy. Among them are some big fellows, mentally, morally and physically. Among them is one man who weighs, when outfitted with his summer clothes, only 360 pounds. He is J. Willard Hall. If you reside in his territory you know him and know him well.

Each week we have a little contest to make the "Honor Column". The ten men who stand highest for the week go into the honor column.

When J. Willard, stood at the head of the Honor Column, our artist caught the inspiration, showing him "going over the top."

It is no small job, but he did it, and did it well. The names and comment of the other nine appear in the sketch as well.

HUMAN NATURE

Speaking about human nature and war. The salesman who has studies human nature, who has an ounce of human kindness in his system, puts himself in the other person's place many times, and in doing so, he can reason out a lot of things that will rebound to the credit of the store

For instance, suppose some lady enters the store who has a son or relative in the army. Suppose the salesman would say to this lady, "Sometime when you want to send your son, or your relative, as the case may be, something that they would greatly appreciate, I would like to show you one of the Parker SAFETY-SEALED Self Filling pens we carry in stock. It is a pen that he could use as a Self Filler, but should anything go wrong with the self filling mechanism, the pen would not be put out of commission, but he

CUSTOMERS AS GUESTS

Some stores in which I have bought goods leave such a pleasant recollection, that I always like to go there again.

There are other stores in which I have been where one visit is sufficient. Yes, there is a decided difference between stores or rather the kind of treatment extended by the proprietor and the members of his staff.

There are stores, and they are always successful ones in one form or another, that seem to put into the minds of customers that they are not merely customers, but they are guests of the store. Where this practice is carried out, the customer is treated with a pleasant smile, not a smirk, and a good morning that has a ring of sincerity in it. That makes the prospective buyer really feel as though he was welcome and that the store was at his disposal. The clerk or proprietor is all attention, not too obtrusive, but he gives the customer the impression that he is there for the sole purpose of serving that particular customer.

He is all attention, possibly taking occasion to move some little thing on the counter so as to give more undivided attention to the man standing on the opposite side. He takes pains to show him this or that in which Mr. Salesman thinks the customer might be interested. Gets an expression of opinion from him in a nice way.

These little attentions are the things that count in real salesmanship; they must be real, they cannot be imitation. Do you think for a moment that any prospective customer entering a store who is the recipient of such kind of attention as the writer has just described, would not feel pleased, possibly flattered? Make his purchases possibly liberal ones, go away feeling, "There is the store with the kind of people in it that appreciate my trade. When I want anything that is carried by that store, I am going there to buy it."

If there is anything that will make a customer haughty or repel the buying disposition, it is to note the secret looks of the clerk who is waiting upon him, giving him the impression that he is just a little impatient and will be glad when the transaction is over so he can return to the conversation possibly broken into when the customer entered.

A clerk who extends this bad impression has no more business trying to be a sales person than a square peg has in trying to be fitted in a round hole. The salesman who advances and who will ultimately become a proprietor himself is the man who studies the approach of the customer. He fits himself into the situation, studies human nature, does the right thing at the right time, always creating a pleasant feeling in the mind of a customer that "here is the long looked for opportunity" of doing this particular customer a favor and show him the superiority of the goods his store possesses, and the pleasure it gives the salesman to show them.

Do you suppose for a moment there is not a customer who would feel secretly pleased and flattered if such a salesman would say to him, "Mr. Jones, if you have a moment to spare, I want you to try a Parker Pen in the case which has a particularly nice point and soft velvety flow. You may not need a pen now, but I just want you to try this pen because it works so nicely."

Mr. Jones could not fail to acquiesce to this delicately perfumed request, and as a result he would try the pen and the chances are it would work so nicely that he might say, "That certainly is a fine pen. I never saw a pen that worked so well before. I have a pen that does not work nearly as well as that. I really do not need another, but what's the price of this?"

"\$4.00." Then Mr. Clerk could say, "After all \$4.00 is not very much to pay for a pen that would last you for a great many years and be a comfort to you every time you would take it out of your pocket to write, which perhaps would be several times each day."

The customer would realize this point and in weighing the cost of the pen between the years of comfort in using the pen, the price would look very small indeed, compared with the pleasure and efficiency he would receive from using that particular article, and the sale is made!

THE PARKER WASHER CLIP

Probably no other clip ever put out has made such a selling record as the Parker Washer Clip. The name describes how it is used. It fits only the Parker SAFETY Pen.

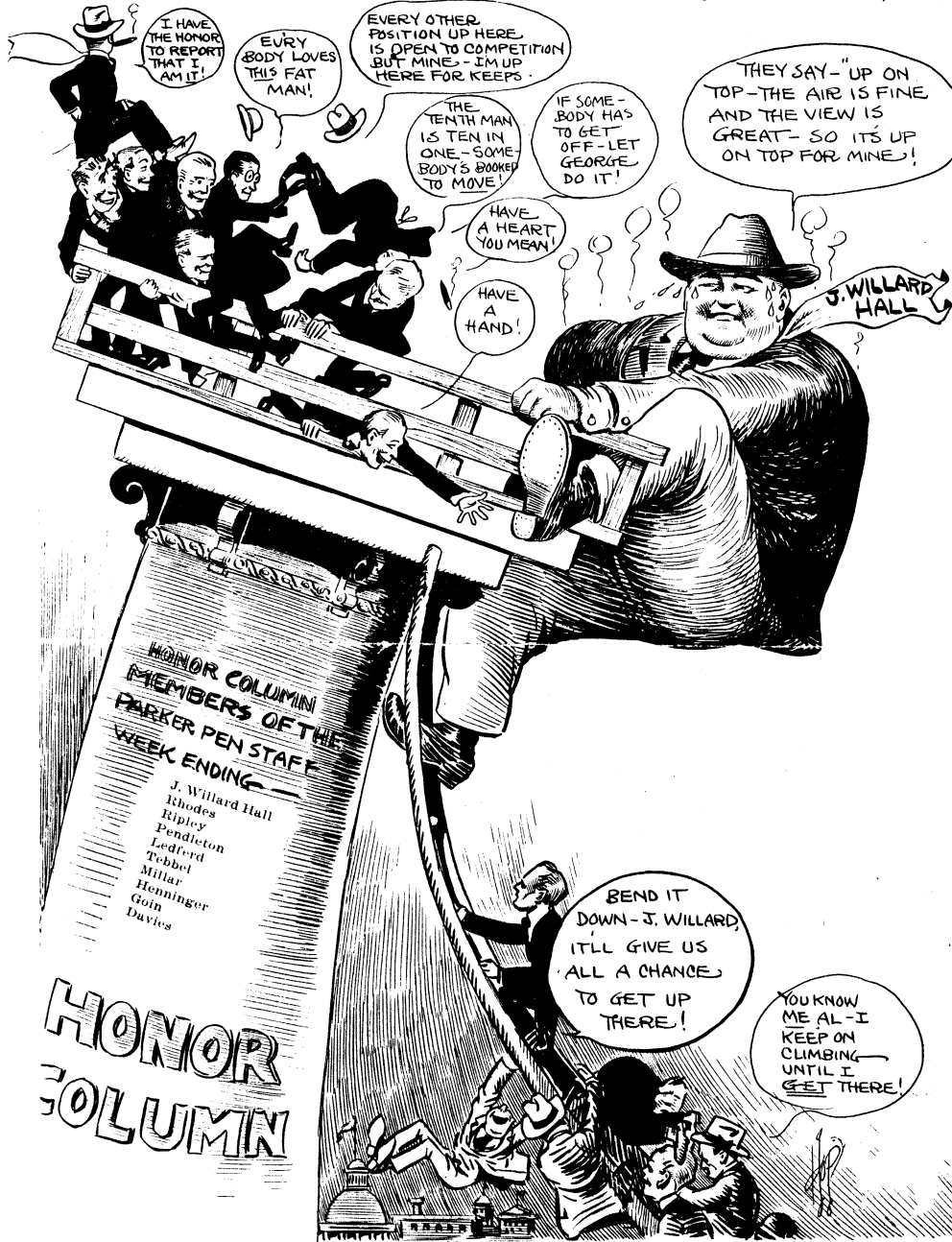
It can be taken off and put on at will. When it is on the pen it is held firmly in place because it is held in this position like a washer. It is the most sensible thing in the way of a clip that has yet appeared.

The clip is beautifully nickled and adds but 25c to the cost of the pen. They cost at wholesale 15c. Pens in the case fitted with these clips look much better and in fact sell better.

A man who will invest \$2.50 or more in a fountain pen can well afford to pay 25c additional as sort of a guarantee against the loss of the pen, as this clip firmly holds the pen in the pocket and practically insures it against loss.

Dealers who fail to order some of these clips are overlooking a big sales aid as well as a profit.

We have the same clip heavily gold plated at 50c.



HALL GOES OVER THE TOP

PRIZE CERTIFICATES

During the past few months we have sent out a great many pens which have cost the users absolutely nothing, except those who are using the pens put forth exertion and energy and salesmanship sufficiently well directed to achieve distinction.

What's the plan?

The plan is this: If you wish we will, when the firm sends in an order for a quantity of fountain pens, include one certificate. The individual salesman sells, by his own exertion, fifteen Parker Pens within ninety days from the date of the invoice, and have the certificate filled in with your name and signed by the proprietor, certifying that you have sold the pens as per conditions, you will be sent a \$3.00 Parker fountain pen in exchange for the certificate.

The pen has an intrinsic value but you will value the fact that you have earned this pen by good salesmanship, which stands for much more than the value of the pen.

could simply remove the interior self-filling mechanism, screw on the little cap and use the pen as a regular fountain pen".

This would interest her because she would want her son, or her nephew as the case might be, to have every little comfort and convenience that would lie within her power to furnish him while he was valiantly doing his duty to his country.

Suppose again a stranger entered the store, but wearing a service pin. Would this not be a cue to make use of a similar argument?

Still another opportunity, whenever men are going into the army, why not make it a special point to see either them or their friends and suggest to them that each man should be equipped with a Parker Pen, not merely a fountain pen, but the very best thing the market affords. Surely these splendid men giving up home, and position to fight the great battle of democracy should not be asked to carry away with them a cheap dollar pen, but they should have nothing short of a Parker SAFETY-SEALED pen.

OUR SERVICE FLAG

On the front door of our office is a big flag—a service flag. In it there are twenty-four stars. Two of these represent the writer's two sons, Sergt. Russel C. Parker and Ensign Kenneth S. Parker, who is a naval aviator.

The following is a list of those who have gone from the big Parker Pen family, splendid fellows every one of them. Some of them you know as they went from our traveling force, some are from the office and some from the factory. Every one willing and glad to do his duty, and every man, no matter whether his name indicates that he is of Irish, English, Scotch, or Norwegian origin, an American, yes, one hundred per cent American.

If you want to write to any of these boys in the service and tell them you saw their name printed in Pargrams, we know they would be glad to hear from you.

And by the way, it's a nice thing to do, to write to these boys. They do not get anything like the number of letters you do at home and especially the boys who are over in France. Sometimes the letters miss them as their is more or less of a congestion of the mail. Therefore, if you feel like it, write them and we know that your letters will be very much appreciated.

Private Irving Neher, Co. M, 128th Inf., A. E. F. France.

Private Paul Vogel, Co. M, 128th Inf., A. E. F. France.

Private Henry Arndt, Co. M, 128th Inf., A. E. F. France.

Private Walter Marshall, Co. M, 128th Inf., A. E. F. France.

Private Frank Kerzman, Co. M, 128th Inf., A. E. F. France.

Ensign Kenneth S. Parker, Naval Air Station, Pensacola, Fla.

Private G. N. Keithly, 120th M. G. Bn., A. E. F. France.

Private Don McLaughlin, 108th Trench Motor Battery, 58th Brig., A. E. F., France.

Private Howard L. McCarthy, Co. D, 8th Bat., 20th Eng. Nat'l. Army, A. E. F., France.

Private Geo. Clathworthy, Base Hospital, Camp Merritt, N. J.

Private Clarence Cory, address not known.

Private Ed. Parker, Co. M 128th Inf., A. E. F. France.

Private Harry B. Epstein, Troop I, 15th Cav., A. E. F., France.

Private A. E. Lindley, address not known.

Private Jack Fine, Casual Det. Exc., Camp Pike, Arkansas.

Sergeant Lawrence Novaski, Prov. Co. 3, Casual, Camp McArthur, Texas.

Sergeant Frank Byrne, Co. C, 333rd M. G. Bn., Camp Grant, Ill.

Sergeant Russell C. Parker, Training Camp, Madison, Wis.

Private Geo. Moore, address not known.

Private Ed. Phillips, care Army Y. M. C. A., Madison, Wis.

Private S. S. Fish, Bat. B. Reg. F. A., Camp McClelland, Ala.

Private Frank Grove, 161 Depot Brig., 40th Co., H-17, Camp Grant, Ill.

Private Thos. McDowell, Detention Camp No. 1 Navy Yard, Pudget Sound, Washington.

Marshall E. Honeysett, Camp Greenleaf, Oglethorpe, Ga.

WILL HE READ IT?

Once in a while some customer will write us something like the following. "What's the matter with your pens. They only hold a drop or two of ink, and the 'press the button device seems to be defective." The real meaning of such a letter is to us as plain and easy to understand as tho it was in large letters printed on a bill board.

It means simply this. That the dealer who sells Parker Pens and does not give the customer the necessary information as to how to use the pen and **WHAT NOT TO DO** is **NOT GIVING THE CUSTOMER A SQUARE DEAL.**

That is the reason we are reproducing a little circular which we send out with each invoice of goods. We could not get him to read it and profit by it, therefore we are going to try again and reproduce it in Pargrams in the hopes we may catch him un-awares. If we can make him see himself as others see him, our efforts will be repaid, providing he will heed the suggestion.

IMPORTANT

Successful merchants and successful salesmen are made so because of their ability to score effectively.

If 98 per cent of your customers go out of the store satisfied, pleased with the merchandise and in the frame of mind to say a kindly word for you and your product "our financial success is assured as long as this policy is followed.

On the other hand, if little attention is paid to real service and the customer departs feeling indifferently towards you, or possibly feeling he would have been accorded better treatment in some other store, then you are headed straight for the financial rocks.

You are either a good or a bad pen salesman. If you are a good salesman and want to please and satisfy customers, you will observe the following:

FIRST—Explain to the buyer that this is a Parker SAFETY-SEALED Self Filling pen and must be treated differently from the ordinary type of pen. The nozzle is PURPOSELY made tight to the barrel by having the threads of the nozzle DIPPED IN SHEL-LAC BEFORE IT IS SCREWED INTO THE BARREL. This is done for the purpose of preventing customers unscrewing the nozzle and thus twisting the rubber sac out of shape on the inside of the barrel.

SECOND—The buyer should be instructed NOT

TO PULL OUT THE PRESSURE BAR MECHANISM. If he does this he is apt to injure the pen, or worse still, when he attempts to return it, not knowing how to do it, HE USUALLY TELESCOPE THE RUBBER SAC INSIDE, OR PUNCTURES IT. In either instance the pen will then fail to give satisfaction because it cannot be filled to anything like its capacity.

THIRD—The buyer should be instructed to read the directions carefully and follow same. Tell him to forget his curiosity as to "what makes the wheels go round" on the inside, for nobody but a specialist should endeavor to take the pen apart and put it together.

If you are a "punk" salesman, you will simply sell him the fountain pen without the words of instruction. Let him go out and try to unscrew the nozzle as he would do with an ordinary pen, or let him play with the pressure bar mechanism, and then not knowing how to put it back he telescopes the rubber sac or punctures it, or perhaps puts the bar in upside down.

What is the result? The customer instead of praising you and praising the pen and recommending it, will be damning both you and the manufacturer as selling and making a pen that is not giving him satisfaction, even tho he put it on the "blink."

It's our desire to have every pen give 100 per cent satisfaction. But it cannot be done without your co-operation. When a customer pays for a Parker pen he pays for more than so much rubber, gold, iridium, etc., he pays for **SATISFACTION.** When he pays you a profit, he is paying you to put him in possession of information which will enable him to use the pen satisfactorily. Give him useful information as well as sell the pen.

THE MILITARY CUT-OUT

This is the most portentous window display or cut-out we have ever offered to our trade. We have sent out about 2,000 of these orders and we still have some left for those who have not yet ordered.

We do not send them to any one unless they are especially requested, because the expense of these cut-outs is too much to send them out promiscuously. Any dealer who is actively pushing the sale of our goods can have one of these window cut-outs, and we will send it transportation charges prepaid, providing the dealer will agree to use it and when thru with it the first time set it aside and use it again whenever he is ready to make another Parker pen display.

Here is a letter we just received from the Jas. A. Spens' Pharmacy, Alpena, Mich.:

Parker Pen Co.,
Janesville, Wis.
Gentlemen:

Received display in good order yesterday and put same in window at once. Noticed a U. S. Marine looking at same and in a couple of minutes he came and I sold him a \$3.50 pen, so I guess it is the goods.

Respectfully yours,
JAS. A. SPENS' PHARMACY.

This is a sample of the reports we are getting from dealers in various parts of the country. The picture is so full of life and pep, individual coloring, beautifully lithographed in seven colors, as to make any man who has red blood in his veins stop and look. If he is at all interested in the purchase of a Parker Pen, he will do just what this Marine did, step in and buy a pen.

By the way, it may be of interest to you to know in this connection that we are advertising Parker Pens in the Army and Navy Register, Army and Navy Journal, Fleet Review, Great Lakes Recruit and other publications of this character so that every soldier or sailor in the service has seen Parker Pens advertised in the various journals that come before him in a semi-official manner. He knows the good quality of the pens, he knows that tens of thousands of these pens are used by the soldiers and sailors.

If you are not getting your share of the business, make conditions right and it will soon be coming your way.

THE RED CROSS SOCIETY

This wonderful organization with its many ramifications is doing wonders for "our boys" over in France.

Some of the local Red Cross Societies are writing us asking for prices on Parker Pens, saying that the local Red Cross members wish to send Xmas packages to the boys and would like to include a Parker Pen in same.

Certain it is, there is no single article which forms more of a necessary part of a soldier's equipment than a fountain pen. To keep a soldier's morale up to one hundred degrees he must get letters from home and friends and he must write letters.

Encourage the Red Cross people to do this and if they buy in quantities, we have no objection, under the circumstances, to your giving them wholesale prices. Anything to win the war and to make life more pleasant and comfortable for "our boys."

"THE BAKELITE OPPORTUNITY"

Rather a peculiar heading to an article, is it not? Still, life is made up of one opportunity after another and there is no good reason why there should not be a Bakelite opportunity in the pen business.

Every once in a while somebody who sees one of the Bakelite Transparent barrel pens, which shows how much ink there is in the barrel, says, "Wonderful. I never before saw a pen like that. What is the price of it? Why in the world don't you advertise that? I should think it would be the greatest seller ever."

Then we have to explain that we have been selling this pen for the last three or four years and that it can be had from any one of our pen dealers thruout the U. S. and that we have sold tens of thousands of them.

Just a few days ago a man from Kalamazoo, Michigan, visited our factory and saw the rather intricate process of making these Bakelite pens out of the hard solid rods and he became very much interested in them.

After he went home he wrote us reminding us of what he saw and he said that he wanted to buy two of these pens, both for gifts.

This is just a little hint to the dealer who may or may not have any of these pens in stock to get busy.

This reminds us that we are now making the Bakelite in a translucent barrel in two or three very beautiful colors. It has been practically impossible for us to get any more of the Ivorine, so we have developed two or three colors in the Bakelite. A very pretty shade of green, for instance, one or two shades in red and pink that are really very beautiful. With the Bakelite material the pen has the added advantage of not necessarily being a self-filler as the material is impervious to the action of the ink, which is not the case with the Ivorine.

THE BIG POSTER

Is there a bill board in your town? If so, would you not like to put up one of the big 24-sheet military posters?



TWENTY-FOUR SHEET POSTER

If you will agree to do this and pay for the posting yourself, we will send you what is considered to be one of the, if not the, finest art poster ever printed. A small cut taken from a photograph is shown herewith.

If the returns from advertising could ever be absolutely guaranteed, we would come pretty nearly doing it on this poster.

If you will agree to post more than one, tell us how many. We will have a strip printed with your name put on the poster very much like the Overland people are using on their posters where they are put around the country.

If you want to get the benefit of having your name prominently brought before the public on the most beautiful and the most attractive 24-sheet poster that has yet appeared this year, send for this advertising.



WINDOW CUT-OUT

In the event you do this, be sure that your stock contains a sufficiently large number of Parker Pens and in a good variety to supply the increased needs of your customers.

The land of MAKE GOOD is not overcrowded. It is within sight each day and is loaded down with honors and emoluments for those who have the right to occupy it.

TRENCH PEN

Something new!
Yes, it certainly is. It was almost necessary for us to make this pen.

Dealers kept writing us for a form of Trench pen, so as a result we have gotten out a pen which is illustrated here- with.

It is probably the simplest form and the most practical of anything that has yet appeared in the way of carrying ink tablets.

At the end of the fountain on the opposite end of the barrel from the pen point, is a little attachment, like the ray of cap. This looks like part of the holder. Take hold of it and will screw it, however, and it will be found to be filled with ink tablets. Take out two or three of these tablets, unscrew the nozzle, drop them in, fill the barrel full of water, the tablets will soon dissolve and low and behold the water has turned into ink.

After first, filling there is enough coloring matter adhered to the inside of the barrel so that it is hardly ever necessary to put in more than one tablet or one and one-half at the outside for the next filling. These pens have literally sold like "hot cakes." They are surely what the soldiers seem to want. They are not self-filling pens, but the fact that they carry their own ink supply in tablet form and as water can always be had, the self-filling idea is not necessary where this type of pen is used. These pens are really our No. 20, No. 23, No. 24 and No. 25 Jack Knife SAFETY pens with the addition of a little attachment for the tablets. This sells for 25c extra. Therefore the price of the No. 20 Jack Knife is \$2.50 and the price of the attachment is 25c and the price of the attachment 25c, making a total of \$4.25.

No dealer's stock, if the dealer is catering to the military trade, is complete without a quantity of these and the \$2.75 size is the best seller by all odds. This attachment cannot be fitted to the self filling pen.

SALES OPPORTUNITIES

Speaking of sales opportunities, perhaps no such opportunity has been presented for interesting a man in the subject of fountain pens as is presented by showing one of these Bakelite Transparent Pens. Because it is a novelty.

Another thing, a man will secretly feel pleased to think that you took the time and thought him of sufficient importance to take out this pen and show it to him. While he might not buy that particular pen, he would probably buy some other one you would offer him. It is just good business—that's all.

Personally the writer knows of nothing better to have in the show case than the big black giant fountain pen. For the purpose of comparison if for noth-

ing else. Say to a man, "Here is the big, black Giant, price \$10." Immediately \$10 becomes fixed in the man's mind and from which he reasons when he comes to gauge the price of a fountain pen.

More than this, when a man sees this big fountain pen, almost as big as a policeman's belly, he cannot refrain from a smile that is sure to play around the corners of his mouth and turn them upward. When you get a man to smiling, you unloosen his purse strings. Did you ever stop to think of that? The hardest man in the world to sell is a grouch; the man who has a pleasant word and a pleasant smile and who is all right with himself and the world in general is not a difficult man to do business with, so it is well worth remembering.

If you do not have in your stock one or two, or more of the Bakelite pens order them. If you have some especially hard nuts to crack or a grouch to deal with, put in an order for one of the black Giants and try it out on them. That you will succeed goes without saying—you just cannot fail.

ONE HUNDRED AND FIFTY

That's the number of Parker Pens which have been sold since the opening of the war by Carl M. Toft of Stanley, Wis.

We are wondering whether there is any other dealer who has done as well in proportion to the populations as Mr. Toft has done. If so, will he be good enough to send a personal letter to the writer. We would like to mention his name in the next issue of Parkergrams.

The writer would like very much to hear from any of our friends who have made as good a record or nearly as good, or even a better record than Mr. Toft, and let us publish the letter so that others can see the good work which is being done.

Perhaps you will be interested in seeing a picture of Mr. Toft. We are re-producing it herewith.



DON'T GET IMPATIENT!

These are war times! Skilled labor is scarce, and with twenty-four of our best men in the army, makes a pretty big hole among the remaining, nearly 250.

Sometimes we have big government orders from the army and navy which are time orders and we must drop all else to get busy on them. We feel that the need of the men at the front or in training must be paramount. So, if your order is not shipped as promptly as would like, please take the above into consideration.

Indications now are we will have more business offered us this year than we can possibly handle.

We are not urging any dealer to order heavily, or more than he feels he will need. We prefer to sell all of our 15,000 dealers some, rather than sell 10,000 of them big orders. So please do not over order! Order Parker Pens after the fashion the fuel administrator advises ordering coal. Not more than one's share, but a little less—then there will be enough to go around.

But this we do say, the firm who puts off until the last minute ordering their stock of Parker Pens, will probably get left. We will do our best in any event, but we cannot perform the impossible.

Therefore the safe plan is to order NOW. Not tomorrow or next week, but NOW, and have your order filled in time.

ORDER CLIPS

By all means order Parker Washer Clips when ordering pens. They are a big selling help, because people like them and want them.

Condensed Price List of Parker Lucky Curve Self-Filling Fountain Pens

Parker Safety Sealed Fountain Pens—showing how the new Parker Clip looks in position



Parker Bakelite Transparent. Price \$3.50. With new Parker Clip 25c extra. Larger size \$5.00 and \$6.00. Bakelite Translucent colors Red, Pink and Green \$3.50. (New)



No. 20. Parker Safety-Sealed Self-Filler (or regular). Price \$2.50. With new Parker Clip 25c extra. Long or medium length barrel Parker Washer Clip. 25c extra.



No. 23½. Parker Jack Knife Safety Self-Filler (or regular.) Price \$3.00. Medium or full length. Fancy chased barrel. Washer Clip 25c extra.



No. 24½. Parker Jack Knife Safety Self-Filler (or regular). Price \$4.00. Medium or full length. Bakelite Transparent Barrel \$1.00 extra. Washer Clip 25c extra.



No. 25 Jack Knife Safety-Sealed. Price \$5.25 including Washer Clip.



No. 26. Price \$6.00. Safety-Sealed Self-Filler or Non Self-Filler. A pen that makes you feel like a millionaire.



No. 28½. Price \$7.00. To own one of these pens is to possess the last word in pen making. Self Filling or Non Self-Filling as wanted. Clip 25c extra.



No. 51. Price \$3.50 Jack Knife Self-Filler. With a filled gold or sterling silver ornament in center of barrel for name. Clip 25c extra.



No. 24. Shorthand pen. Price \$4.00. This pen is made especially for short hand writing. Also same pen made with especially fine point for bookkeeping work.



Black Giant Price \$10

The glom character and a really word-trip pen. Yes, it is a lot of money for such a tiny pen.